

[METHODS AND APPARATUS FOR PROVIDING AN INTERACTIVE BACKDROP WITH REAL TIME VARIABLE ADVERTISING CONTENT]

Abstract of Disclosure

A dynamically variable press conference backdrop is described. This backdrop may be part of a portable system which a sports team or the like might use to conduct press conferences after road games, or as a fixed system which would be used in an environment such as a pro-sports team's home stadium or the like. The dynamic backdrop provides a multitude of new sponsorship opportunities, team marketing opportunities, the ability to allow speakers to interact with the backdrop, for example, with video footage from the game preceding the press conference, and the like.

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Figures

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